Principal of Grow Your Business® School

...Helping individuals to get paid what they’re really worth

Skillution – [skill-oo-shun] n, a self-study or tutor led training course and learning program delivered online via Grow Your Business® School

Stop Struggling. Start Growing.  

http://www.growyourbusinessschool.com
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Fraser believes that to grow your business® from idea to exit, you need 3 things:

- **Knowledge**
- **Contacts**
- **Opportunity**

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1983  Lost Eye in Shooting Accident
1987  Completed Education, Worked in USA
1995  Launched Community Newsletter for Scottish College that became Institute of Direct Marketing featured case study
1998  Scottish & UK Shell Livewire Winner, Royal Bank of Scotland & Prince’s Scottish Youth Business Trust Winner
2000  Marketing Director of UK Subsidiary: USA Dot Com IPO
2003  Created Online Marketing Resource Centres (OMRCs) for Tiscali, EasySpace & BTOpenworld
2008  Wrote first book on Social Networking having created a 6000 strong network & acquired 400+ testimonials
2013  Published 10 Books on Amazon
2015  Launching Grow Your Business® School
Author of 10 Books

Covering many different areas of small business marketing & entrepreneurship

Click a Book above, and read the reviews

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http://www.growyourbusinessschool.com
Author of 6 Coaching Programmes
...to help you identify, pursue & achieve your goals

1. Personal Development
2. Business Start-Up
3. Marketing
4. Sales & Selling
5. Digital Publishing
6. Social Media Marketing

Some of his marketing accomplishments

Just a few of his many marketing achievements

• Beat 200,000,000 other results to get a page #1 google ranking
• Generated £10,000 from a single client online that he's never met
• Gained 1000 followers on one social network in less than 24hrs
• Generated 400+ Testimonials on the UK’s oldest social network
• Pre-qualifies or disqualifies up to 1000 potential prospects per month, every month
• Received over 500 "likes" & over 150 comments to one blog in 24 hrs
• Achieved over 80 specific personal, and commercial objectives on just one social network
• His workshop at the Business Start-Up Show was 300% over subscribed
• Regularly receives pre-qualified referrals from connections in his social networks
• Requested by UK Government to be a keynote speaker in Poland
• Featured in The Guardian Newspaper’s small business showcase
• Featured on TV
• Featured on Linkedin.com’s own Linkedin Tips Channel
• For details of additional testimonials and case studies, CLICK HERE.
• Fraser stays 60 miles north of Aberdeen (and “14 miles past the back of beyond” in the highlands of Scotland)

• Fraser fell in love and married his childhood sweetheart, and 26 years later, he has 5 Kids and 3 Chickens

• Over the last 20+ years, Fraser has helped business owners to identify, and address over 100,000 issues, challenges and obstacles that were holding them back and preventing them from achieving their personal, professional and commercial goals and objectives.

• Fraser reckons that over the last 20 years, he’s made at least 192,000 bad decisions, 48,000 good decisions (that could have been better) and 2 brilliant decisions.
Ideal Audiences

Whether it’s one or a thousand, Fraser loves to “entertrain”

- Pupils & Students
- Pre-Start & Start-Up Entrepreneurs
- Business owners
- Management Teams & Board Members
- Investors & Stakeholders
- Employees & Staff

Why Engage Fraser?

What qualifies Fraser to speak on his topics

Qualification

- Sold & Exit Business
- Overcame Adversity
- Started Several Businesses
- 20+ years business experience
- 10 Books on Amazon’s Best Sellers List
- Multi Award Winning Entrepreneur

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What makes him special and unique?
Formats and types of engagements

Notes and handouts can be provided for all

Keynotes
Q & As

Break Out Sessions
&Master Classes

Half Day & Whole Day
Workshops

Immersion & Residential
Experiences

“He is superbly direct, totally uncompromising in his approach and has a great sense of humour. Be prepared to face your demons and deal with your stuff when it comes up.”

“Fraser is very down to earth and doesn’t try to overwhelm you with theories. Day to day marketing issues are tackled and solutions are provided but ....You have to take action yourself ...”

“The content is sound, professional and the evidence speaks for itself, it just leaves you wanting more.”

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Video Show reels

Small extracts from workshops, keynotes, & feedback from delegates

CLICK A VIDEO TO WATCH

Stop Struggling. Start Growing.

http://www.growyourbusinessschool.com
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<th>Speaking Topics</th>
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<tr>
<td>1</td>
<td>Marketing M.R.I.</td>
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<td></td>
<td>Identify what’s holding you back and preventing you and/or your team from achieving the marketing results you crave</td>
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<td>2</td>
<td>90 Minute Business Plan</td>
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<td>Document your model, vision and strategy in 90 minutes or less</td>
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<tr>
<td>3</td>
<td>90 Minute Marketing Plan</td>
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<tr>
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<td>Create a marketing plan for your business in 90 minutes or less</td>
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<td>4</td>
<td>Stop Struggling Start Growing</td>
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<td></td>
<td>A motivational and inspirational delivery to get your team working together and plan for the year ahead</td>
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<td>5</td>
<td>Social Media Daily Planner</td>
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<td></td>
<td>How to plan, write and execute your own social media marketing plan</td>
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<tr>
<td>6</td>
<td>How to think like an entrepreneur</td>
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<td></td>
<td>How to adopt an entrepreneurial mindset and find or create the opportunities you want</td>
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Audience Participation & Interactivity
...in workshops & masterclasses

1. Marketing M.R.I.
   - Very High

2. 90 Minute Business Plan
   - High

3. 90 Minute Marketing Plan
   - Very High

4. Stop Struggling Start Growing
   - High

5. Social Media Daily Planner
   - High

6. How to think like an entrepreneur
   - High

Managing Your Expectation
What can you expect from engaging Fraser

A quick reminder

• It’s your business.
• You make the decisions.
• You decide what you want to engage Fraser to share at your next event

ONE
...real practical help to identify whether Fraser can help you and your staff, delegates, members, clients or customers...

TWO
...Having agreed roles, accountabilities, Key Performance Indicators, priorities & budget, We agree content and a practical plan of action

THREE
We allocate resources, execute the plan within budget and by the agreed deadline.

FOUR
We review the plan, evaluate progress & results and decide on next steps.

Questions to ask yourself
...before getting in touch

• What type of speaking engagement is required (and for how long)?
• What type of Content is required?
• What is the theme & title of the event?
• When is the event and where will it be?
• What is the audience size & demographics
• What would you like Fraser to achieve with the audience?
• Will the event be filmed/recorded?
• Do you want to deliver the content online?
• Do you have a list of other speakers & topics
• Do delegates/participants require hand outs or workbooks?
Get in Touch
to discuss your requirements

Fraser J. Hay
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